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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-48 (GP-083-00-US)**

Appl. No.: **10/721,010**

Applicants: **Ross KONINGSTEIN, et al.**

Filed: **November 24, 2003**

Title: **USING CONCEPTS FOR AD TARGETING**

TC/A.U.: **4115**

Examiner: **William A. Brandenburg**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action mailed on June 6, 2008 (Paper No. 200805), which set a period for response to expire on September 6, 2008, that period being extended two (2) months to expire on November 6, 2008, please amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.